

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: VI
Syllabus with effect from the Academic Year: 2021-2022

B.COM. SEMESTER-VI		
Paper Code	Title of the Paper	Total Credit
UB06DCOM82	Business Management – XII (Retail Marketing – II)	3

Course Objectives	To acquaint learners with the concepts of Retail Marketing
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Course Description		
Unit	Description	Weightage
1.	Retail Customer & Decision Making Introduction, Consumer behaviour in retail, Factors affecting consumer decision making, Stages of Consumer Decision-Making Process, Consumer Decision Rules and Influence of Situational Variable on Shopping Behaviour.	25%
2.	Retail Pricing Definition, External Influences on Retail Pricing Strategy, Retail Pricing Objectives, Retail Pricing – Approaches & Strategies, Pricing Strategies, Pricing Practices, Methods of setting retail prices.	25%
3.	Customer Relationship Management in retailing Introduction, Evolution, CRM Strategies, Loyalty programmes - Bases, Requirements for a Loyalty Programme, Classification of Loyalty Programme	25%
4.	Retail Promotion Strategy Introduction, Selection of Promotion Mix, Advertising, Media Selection, Sales Promotion, Personnel Selling, Publicity	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<p>After completion of the course, student will be able to:</p> <ul style="list-style-type: none"> • Get familiarity with Retail Customer and Decision Making • Learn about Retail Pricing and Customer Relationship Management in retailing • Get an idea of Retail Promotion Strategy

Suggested References: (include Reference Material from where a student is expected to
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study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Retail Management by Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, oxford university press
2.	Retail management by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education
3.	Retail management by Swapna Pradhan, McGraw Hill Education
4.	Managing retailing by Piyush Kumar Sinha & Dwarka Prasad Uniyar
5.	Retailing Management by Barry Berman & Joel Evans
6.	Retail management by Dr. Harit Singh
7.	Retail Management by S A Chunawalla
On-Line Resources available that can be used as Reference Material	